



## PROFILE

I am a versatile creative growing in an innovative company, with over fifteen years of diverse experience. I believe in the business value of imagination, the power of visual storytelling and in design as a problem-solving discipline. I believe in achieving business goals by creating great customer experiences. I live in Indy with a house full of kids and pets, and love spending time with them, doing what they like to do, because they really know how to live!



## EXPERIENCE

### Associate Principal Design Consultant *Salesforce* | May 2012 (ExactTarget) - Present

- Consult and collaborate with marketing teams on leveraging content, branding, customer journeys and digital messaging to create better Customer Experiences
- Serve in creative leadership role, collaborating with other designers on client work
- Lead bi-weekly Design Consultant team meetings and role evolution discussions
- Create and present design assessments, recommendations, best practices, and mockups
- Conduct on site workshops with client stakeholders
- Create Email Design Systems consisting of wireframes, layout blocks, style guides and documentation
- Connections* breakout presenter and facilitator, 2013 and 2016
- Dreamforce, Circles of Success* facilitator, 2014

### Graphic Artist *Boost Media* | January 2010 - May 2012

- Manage client communication on creative projects, including new requests, feedback and approvals
- Create mockups and prototypes for mobile apps, websites, emails and video content
- Collaborate with developers on build of approved design for apps, websites and emails

### Freelance Illustrator & Designer | 2001-Present

- Illustration, graphics, infographics and layout for a wide range of end customers

### Graphic Artist *Creative Street Media Group* | 2001-2005, 2007-2010

- Create designs and illustrations for print, web and video including layout, logos, websites, storyboards and character design



## SKILLS & TOOLS



## EDUCATION

Columbus College of Art & Design | BFA in Visual Communications, Cum Laude



## ACHIEVEMENTS

- First Associate Principal level Design Consultant in Marketing Cloud Services
- 2012 ExactTarget Services Rookie of the Year
- Primary Colours Art vs. Art Champion: 2008, 2010, 2016